

## ABSTRACT

There is provided a system including a structuralizing HTML generation system having a Make robot for actually generating an optimal link system and generating an optimal page configuration. The system automatically causes a structuralizing HTML generation system to operate so as to realize an optimal SEO according to the analysis content based on the tracking result of a transaction with outside, generates an HTML content group structured optimally, and returns it to an external commerce display server, thereby enabling display of an optimal HTML structuralizing Web site at an external commerce server.